GOVERNMENT OF INDIA
PETROLEUM AND NATURAL GAS
LOK SABHA

UNSTARRED QUESTION NO:2426
ANSWERED ON:03.12.2009
EXPENDITURE ON ADVERTISEMENTS BY PSU OMCS
Saroj Shri Tufani

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

(a) whether the public sector Oil Marketing Companies (OMCs) and Oil India Limited issue advertisements to print and electronic media every year;

(b) if so, the details of amount spent by each of these companies in the years of 2008 and 2009 on advertisements in print and electronic media separately;

(c) whether these companies have advertised on all television channels during the said period; and

(d) if so, the details thereof?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF PETROLEUM & NATURAL GAS (SHRI JITIN PRASADA)

(a): Yes, Madam.

(b): The details of amount spent by Oil Marketing Companies (OMCs) and Oil India Limited On advertisements are given in Annexure.

(c) & (d): Television channels are chosen as per objective of the campaign and the target audience to be addressed, which varies with each campaign.